

ious . . . **Joseph Arciga**, merchandising and promotion director, KALL, Los Angeles.

**More personnel moves:** **James R. Bryant** to sales promotion mgr., WDAK, Columbus, Ga. . . . **Graham Richards**, national program director, Storz Broadcasting Co. . . . **Lorrie Barofsky**, assistant to the manager of advertising, publicity and promotion, WRCV, Philadelphia, Pa. . . . **Tom Shaw** to sales mgr., KINZ, Amarillo, Tex.

**REPRESENTATIVES**

Adam Young's resignation from the RAB this week was not in the nature of a disaffection, but was motivated by his desire to use the money on his own projects. Young has several industry studies in certain areas under way and, since the firm's funds for research-promotion projects are limited, he had to make a choice of continuing with RAB or diverting the dues to more urgent needs.

**Rep appointments:** **KEWB**, Oakland, to the **Katz Agency** . . . **KXYZ**, Houston, to **H-R Reps** . . . **KIAC**, Los Angeles, to **Robert E. Eastman** . . . **WHAT**, Philadelphia and the Rounsaville Radio Stations (WCIN, Cincinnati: **WLOU**, Louisville: **WMBM**, Miami: **WVOL**, Nashville: **WYLD**, New Orleans and **WTMP**, Tampa-St. Petersburg) to the **John E. Pearson Co.** . . . **WRIP**, Chattanooga, to **Forjoe & Co.** . . . **WAOK**, Atlanta, to **Daren F. McGavren** . . . **WADA**, Shelby, N. C., to **Grant Webb** . . . **WPEO**, Peoria, **KDAY**, Los Angeles, and **KIOA**, Des Moines, to **Adam Young** . . . **WTAX**, Springfield, Ill., to **Gill-Perna**.

**Strictly personnel:** **Jack Davis**, to executive v.p. of **Bernard Howard & Co.** . . . **Dale Stevens**, to the Chicago sales staff of **Robert E. Eastman** . . . **Bob Jones**, to the radio division of **Edward Petry & Co.** as salesman in New York . . . **Hunter Bell Jr.**, to the Atlanta office of **PGW** as a tv account executive . . . **Dorothy Nicholls**, to the research staff of **Blair-TV** . . . **Robert Sommerville**,

tv account executive, **PGW**, San Francisco . . . **William Crumbley**, research-marketing, **Weed** . . . **Sal Agovino**, radio sales staff, **H-R** . . . **David Harris**, account executive, **Meeker**, New York.

**TV STATIONS**

**WBBM**, Chicago, the station where the issue exploded, produced a special dealing with Section 315 and the FCC's latest ruling on this equal time hot potato.

Tape episodes included interviews with FCC commissioner **Fred Ford**, Sen. **Vance Hartke** (D. Ind.), **William Price**, executive secretary of the **United Independent Socialist Committee**, and **Richard S. Salant**, CBS corporate v.p.

**Triangle's Roger Clipp** took the lead in a New York conference last week to urge that tv stations do a lot more than they have in promoting color tv.

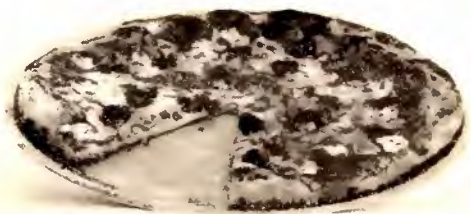
Clipp said that color has an "enor-



**.49**



**.98**



**.39**

**COOKIES CLAMOR FOR COOKIES**  
*Immediate and terrific response to WJZ-TV preview of cookies. Demand was so great we had to start distribution ahead of schedule.*  
**A. VINTON FEETE**  
 H. J. V. Biscuits, Inc., for Maryland Biscuit Co.

**IMMEDIATE REACTION**  
*"From the moment Bob-A-Loop appeared on WJZ-TV, there arose an immediate reaction for the toy at every store."*  
**ROBERT HYATT, V. P.**, Azrael Advertising for Romco Enterprises (Toys)

**NOW IN EVERY CHAIN!**  
*"In just one month, received 9,000 coupons from WJZ-TV offer. Instead of poor distribution, product now in every chain!"*  
**CHESTER G. WHITE**, White's Service Sales, Inc. for Original Crispy Pizza

**WJZ-TV Baltimore**